Rapid Assessment
Customer Satisfaction

This assessment service establishes a baseline for customer satisfaction, prioritizes issues and opportunities and focuses on opportunities to increase satisfaction levels.

The Scope

Failure to predict and manage the impact of poor service on overall business performance will account for 40 percent of the job losses among IS executives. In addition, 75 percent of IS organizations have institutionalized a survey mechanism for taking the pulse of their internal customers. At a recent Gartner Measurement conference, the most important measurement component IS managers needed for success was improving customer satisfaction.

Do you know how satisfied your customers are with the services they are getting from their IS organization? Do you know what their top concerns are? How can you address these concerns and significantly improve satisfaction within resource constraints?

Traditionally, IS performance metrics have been based on efficiency, technology and budgetary guidelines. Although such measurements are important, measuring internal customer satisfaction is emerging as a significant requirement.

Overall Satisfaction Scores (Mean = 3.19)

The concept of individual customer feedback may appear trivial; however, a collective perception is extremely powerful and can make or break the credibility and future success of the IT service provider and its leadership.

Benefits

- A baseline for IT customer satisfaction within your enterprise
- Factual, timely and objective identification, quantification and prioritization of all strengths and weaknesses of your IT services
- A focused methodology for identifying the specific actions needed to maximize user satisfaction, employee satisfaction and/or business effectiveness, at a minimal cost
- A better alignment of priorities as well as increased productivity and return on investment
- Improved requirements planning with more effective resource planning
- An effective process for gauging the impact of quality initiatives on customer satisfaction

Standard Deliverables

- Two on-site meetings for project initiation and management presentation
  The project initiation meeting may occur via audioconference. In addition, the management presentation will be conducted on site only if it is scheduled to be completed within six weeks of project initiation and planning.
- Two comparisons with the ITCS database
- Strategies for Improved Performance for the top three issues
- Best practices analysis
- Detailed Findings Document
- Information Technology Management Report
- Telephone access to
Rapid Assessment

Customer Satisfaction

Measurement's Impact

The Rapid Assessment for IT Customer Satisfaction (ITCS) service questionnaires use a methodology that directs the respondent to focus only on the factors that contribute to the level of satisfaction with IT services and to identify specific actions that would increase satisfaction, if implemented. You benefit from the increased visibility of quantitative comparisons linked to our qualitative pattern recognition from the collective response of your customers. ITCS establishes support for your decisions on the management of IT resources and the IT/business alignment. Here are some critical aspects of the Rapid Assessment for ITCS:

- A comprehensive set of relevant questions
- Evaluation criteria that are important to respondents
- Importance and satisfaction collected separately to reduce the impact of one on the other
- Charts that prioritize issues and show where to focus efforts for a maximum increase in customer satisfaction
- A detailed analysis that drills down into specific aspects of each service evaluated

Although we must keep our comprehensive list of criteria the same, other sections of the questionnaire can have minor modifications to meet the individual needs of our clients.

The Engagement

The rapid assessment analysis provides a six-week analysis of up to 500 completed client questionnaires with Web-based data collection and electronic copies of all deliverables. An on-site management presentation of results is conducted providing it can be scheduled and accomplished within six weeks of project initiation.

The engagement begins with a series of project initiation and planning sessions conducted via audioconference between Gartner analysts and the client. During this process, the questionnaire is finalized and posted to the Web prior to the actual project initiation meeting, which is conducted either at the client site or via audioconference. After the data is collected and analyzed, a management presentation is delivered that includes complete detailed metrics and comparisons as well as strategies for improvement based on the top three issues from the analysis.

*It is important to note that the client must be able to support Internet data collection and that only single-language support is available.*

The Gartner Difference

Above all, our value to you is experience. Backed by our impressive research expertise, Gartner Measurement offers an invaluable perspective on your technology landscape. Using industry-standard tools and Gartner-specific methodologies, we accurately benchmark your enterprise performance, provide a ranking, and then recommend the best strategies for improvement.

An investment with Gartner Measurement almost always results in an extraordinary return. We routinely show client returns on investment well beyond what most capital investments in the enterprise could ever hope to
return. Real growth starts by looking objectively inside your enterprise. Whether you want to make your operations as efficient as possible, optimize your customer relationship management, or clarify the true value of an outsourcing contract, Gartner Measurement will show you how.